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Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 OES-05 USIA-15 RSC-01 /041 W
---------- 014696
R 301016Z DEC 74
FM AMEMBASSY ROME
TO SECSTATE WASHDC 8811

UNCLAS ROME 17755

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 76 (CCP)

REF.: STATE 276069

1. WE PROPOSE THE FOLLOWING CAMPAIGNS FOR THE FY 76 CCP (COMMENTS IN PARENTHESIS REFER TO WASHINGTON CAMPAIGN SUGGESTIONS, KEYED AS IN REFTEL):

A. COMPUTERS AND RELATED EQUIPMENT (SAME)

B. PRINTING AND GRAPHICS ARTS EQUIPMENT (SAME)

C. WATER AND AIR POLLUTION CONTROL (SAME)

D. INDUSTRIAL AUTOMATION (INSTEAD OF MACHINE TOOLS, SURFACE TREATMENT. CHANGE IN CAMPAIGN NAME, SLIGHTLY BROADER IN SCOPE).

E. SPECIAL MACHINERY (THIS CATEGORY WOULD, HOWEVER, INCLUDE WASHINGTON SUGGESTION OF MATERIALS HANDLING)

F. ENERGY SOURCES (DELETE; MUCH OF THIS CAMPAIGN WILL BE PICKED UP AS A NOW VERY ACTIVE MAJOR PROJECT ON NUCLEAR POWER PLANTS)

G. AVIONICS AND GROUND SUPPORT EQUIPMENT (DELETE. THE FY 75 CAMPAIGN WILL AMPLY COVER THIS PRODUCT AREA WITH ITS FAIRLY RESTRICTED NUMBER OF BUYERS. HERE AGAIN WE WILL
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BE TREATING OUR FOLLOW UP EFFORTS AS A MAJOR PROJECT

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ATTUNED PRIMARILY TO THE INFRASTRUCTURE PROJECTS OF THE GOI)

H. ELECTRONIC PRODUCTION EQUIPMENT AND ELECTRONIC COMPONENTS (DELETE. WE WILL BE FOLLOWING UP THE FY 75 CAMPAIGN, BUT THERE IS NOT ENOUGH MARKET JUSTIFICATION FOR CONTINUING TO CARRY THIS PRODUCT AREA AS A CAMPAIGN)

I. TELECOMMUNICATIONS EQUIPMENT OR PROCESS CONTROL INSTRUMENTATION (DELETE. TELECOMMUNICATIONS WILL BE INCLUDED IN MAJOR PROJECTS. PROCESS CONTROLS, WHILE A GOOD POSSIBILITY FOR A CAMPAIGN IF SUFFICIENT RESOURCES WERE AVAILABLE, DOES NOT RANK HIGH ENOUGH IN PRIORITY ORDER TO RETAIN THE FY 75 CAMPAIGN THROUGH FY 76)

J. CONSUMER PRODUCTS (SAME. WE CAN JUSTIFY RETAINING THIS CAMPAIGN IN FY 76 ALTHOUGH THE LEVEL OF ACTIVITY WILL DROP DUE PRIMATILY TO THE DIM PROSPECTS FOR AN IN STORE PROMOTION WITH RINASCENTE -- MILAN TC 501)

2. SUPPORT ACTIVITY INFORMATION WILL BE SUBMITTED SEPTEL BY JANUARY 17, AS REQUESTED IN STATE'S A-9016.

3. RESOURCES SAVED IN BUSINESS AUTOMATION CAMPAIGN REDUCTION WILL BE ALLOCATED TO MAJOR PROJECTS.VOLPE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 30 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ROME17755
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740376-1144
From: ROME
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1974/newtext/t1974124/aaaaadfw.tel
Line Count: 85
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 74
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 23 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 AUG 2002 by ReddocGW>; APPROVED <27 DEC 2002 by MorefiRH>
Review Markings:

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US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM FY 76 (CCP)
TAGS: BEXP, IT
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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